ANGEL HSING-CHI HWANG

hh695@cornell.edu | (512) 550-6813
https://angelhwang.github.io/

EDUCATION

2019 - Present   **CORNELL UNIVERSITY**
Ph.D. in Communication
Graduate Field: Human-Computer Interaction
Advisor: Dr. Andrea Stevenson Won

2018 - 2019   **HARVARD UNIVERSITY**
Graduate coursework in neuroscience and psychology

2018   **MASSACHUSETTS INSTITUTE OF TECHNOLOGY**
Certificate in Human-Computer Interaction for User Experience Design

2016 - 2018   **THE UNIVERSITY OF TEXAS AT AUSTIN**
Master's in Advertising and Applied Statistics
Graduate Certificate in Data Analytics and Visualization
Thesis: The Effect of Interactive Music on Consumer Engagement and
Behavioral Intention
Advisors: Dr. Jeeyun Oh, Dr. Angeline Close Scheinbaum

2012 - 2016   **THE UNIVERSITY OF HONG KONG**
Bachelor of Business Administration
Double major: Marketing + Business, Design & Innovation (BDI)
Visiting programs:
- University of Illinois at Urbana-Champaign, Psychology
- University of California, Berkeley, 3D Animation & Film Production
- Savannah College of Art and Design, Advertising & Graphic Design
- University of North Texas, Communication Design

PUBLICATIONS

PEER-REVIEWED JOURNAL PAPERS

Oh, J., Lim, H. Y., Hwang, A. H.-C. (in press). How Interactive Storytelling Persuades: The Mediating Role of Website Contingency and Narrative Transportation. *Journal of Broadcasting & Electronic Media*.

Oh, J., Hwang, A. H.-C., Lim, H. Y. (2020). How Interactive Data Visualization and Users' BMI (Body Mass Index) Influence Obesity Prevention Intentions: The Mediating Effect of Cognitive Absorption. *Health Communication*. doi

PEER-REVIEWED JOURNAL PAPERS (CONT'D)

Hwang, A. H.-C, Oh, J., Scheinbaum, A. C. (2020). Interactive music for multisensory e-commerce: The moderating role of online consumer involvement in experiential value, cognitive value, and purchase intention. *Psychology & Marketing*, 1– 26, [doi](doi)

Hwang, A. H.-C., & Oh, J. (2020). Interacting with background music engages E-Customers more: The impact of interactive music on consumer perception and behavioral intention. *Journal of Retailing and Consumer Services*, 54, [doi](doi).

PEER-REVIEWED CONFERENCE PAPERS AND PROCEEDINGS

(*co-authorship with equal contribution)

Hwang, A. H.-C., Sun, Y., McKee, C., & Won, A. S. (2020, March). Real or Surreal: A Pilot Study on Creative Idea Generation in MR vs. VR. In *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*.

Hwang, A. H.-C., Sun, Y., Tamir, N., & Won, A. S. (2020, March). Pain Experience in Social VR: Comparing Companionship from Close Others and Stranger. In *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*.

Chan, C., Hwang, A. H.-C.*, Sun, D., Birckhead, B., & Won, A. S. (2020, March). Minimal Embodiment: Effects of a Portable Version of a Virtual Disembodiment Experience on Fear of Death. In *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)*.

Hwang, A. H.-C. & Oh, J. (2019, February). When Consumer Involvement Matters: The Effect of Interactive Music on Consumer Experience and Purchase Intention. *Proceedings of 2019 American Marketing Association Conference (AMA)*.

Hwang, A. H.-C. & Oh, J. (2018, August). Can Interactive Music Drive Your Online Shopping Cart? An Experimental Study of Consumer Engagement and Behavioral Intention. *Proceedings of 2018 American Marketing Association Conference (AMA)*.

MANUSCRIPTS UNDER REVIEW OR IN PREPARATION

(*co-authorship with equal contribution)

Hwang, A. H.-C., Won, A. S. (under review) IdeaBot: Social Facilitation in Human-Machine Team Creativity. *The ACM 2021 Conference on Human Factors in Computing Systems (CHI 2021)*.

Hwang, A. H.-C.*, Wang, C. Y., Won, A. S. (under review) Hide and seek: Choices of virtual backgrounds in videochats and their effects on perception. *The 24th ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2021)*.

Hwang, A. H.-C., Herman, L. M. (under review) Conceptualizing creativity in curated content platforms: A longitudinal study. *The 71st Annual International Communication Conference (ICA 2021)*.

Hwang, A. H.-C., Won, A. S. (under review) The Virtual Background behind "Me" vs. "Us": A Cross-Cultural Study of Video-Mediated Communication. *The 71st Annual International Communication Conference (ICA 2021)*.

Hwang, A. H.-C. (under review) The Forming Process of Creativity: Perspectives of Content Consumers. *The 71st Annual International Communication Conference (ICA 2021).*

Ahn, S. J., Eden, A. L., Won, A. S., Hwang, A. H.-C., Lee, J., Guthrie, S. G., The Utility of Embodied Virtual Spaces for Academic Conferences. *The 71st Annual International Communication Conference (ICA 2021).*

Oh, J., Hwang, A. H.-C. (under review) The Fear Appeal of Data Visualization: Interactive COVID-19 Data Enhances the Persuasiveness of News Stories. *The 71st Annual International Communication Conference (ICA 2021).*

Hwang, A. H.-C. (in preparation). The forming process of creativity in the digital landscape: A (self)communication framework. Target at *New Media & Society*.

Yang, Y. Y., Hwang, A. H.-C., Wu, C. T., Huang, T. R. (in preparation). Do Base Signals Explain Individuality in Brainprints for Person Identification?: An Exploratory Study. Target at *Scientific Reports*.

CONFERENCE PRESENTATION

2020   Hwang, A. H.-C., (March 2020). Real or Surreal: A Pilot Study on Creative Idea Generation in MR vs. VR. 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR). Atlanta, GA (moved online due to COVID-19).

Hwang, A. H.-C., (March 2020). Minimal Embodiment: Effects of a Portable Version of a Virtual Disembodiment Experience on Fear of Death. 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR). Atlanta, GA (moved online due to COVID-19).

Hwang, A. H.-C., (March 2020). Pain Experience in Social VR: Comparing Companionship from Close Others and Stranger. 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR). Atlanta, GA (moved online due to COVID-19).

2019   Pandita, S., Hwang, A. H.-C., Khojasteh, N., Lee, S., Resnick, H., Rives, H., Yee, J., Zhu, J. (October 2019). Hands-on Workshop in Immersive Technology for Beginners. Presentation presented at the Immersive Media in Medicine Symposium, New York, NY.

Hwang, A. H.-C. (May 2019) Interactive Data Visualization Influences Subsequent Narrative Persuasion: The Interaction Effect between Body Mass Index (BMI) and Interactivity on Transportation and Intentions to Prevent Obesity. The 69th Annual International Communication Association Conference. Washington, D.C.

Hwang, A. H.-C. (May 2019). How Interactive Storytelling Persuades: Comparing the Effects of User Engagement and Transportation. The 69th Annual International Communication Association Conference. Washington, D.C.

Hwang, A. H.-C. (February 2019). When Consumer Involvement Matters: The Effect of Interactive Music on Consumer Experience and Purchase Intention. 2019 American Marketing Association (AMA) Academic Conference. Austin, TX.

Hwang, A. H.-C. (January 2019). Moderating Effect of Price Consciousness in Interactive E-Tailing Setting: Differences between Volume Segments. 2019 The 10th International Conference on E-Education, E-Business, E-Management, and E-Learning. Tokyo, Japan.

Hwang, A. H.-C. (January 2019). The Effect of Interactive Music on High- and Low-Involvement Consumers: An Application of Dual-Process Model of Interactivity Effect. 2019 The 4th International Conference on Marketing, Business and Trade. Tokyo, Japan.

2018   Hwang, A. H.-C. (October 2018). Decomposing the Effect of Interactive Music on User Engagement and Behavioral Intention. 2018 The 3rd International Conference on Communication & Media Studies. Berkeley, CA.

Hwang, A. H.-C. (August 2018). Can Interactive Music Drive Your Online Shopping Cart? An Experimental Study of Consumer Engagement and Behavioral Intention. 2018 American Marketing Association (AMA) Academic Conference. Boston, MA.

HONORS AND AWARDS

Ada Lovelace Fellowship Nominee, Microsoft Research	2020
Graduate Student Grant for Media Studies, Cornell University	2020 - Present
Graduate Teaching & Research Assistantship, Cornell University	2019 - Present
Graduate Teaching Fellowship, University of Texas at Austin	2017 - 2018
Graduate Student Scholarship, University of Texas at Austin	2017
HKU Foundation Scholarship for Outstanding International Students, University of Hong Kong	2013, 2014, 2015, 2016
Bachelor of Business Administration First Division Honors, University of Hong Kong	2015 - 2016
Scholarship for Summer Study Abroad Programs, University of Hong Kong	2014
Yu Pang Lin Entrance Scholarships, University of Hong Kong	2012

ACADEMIC APPOINTMENTS

Graduate Instructor, Cornell University	Present
Graduate Teaching & Research Assistant, Cornell University	Present
Graduate Teaching & Research Assistant, The University of Texas at Austin	2017 - 2018
Internship Program Coordinator, The University of Texas at Austin	2017

RESEARCH EXPERIENCE

2019 - Present   **VIRTUAL EMBODIMENT LAB,**
Cornell University, Ithaca, NY (PI: Dr. Andrea Stevenson Won)
- Publish peer-reviewed conference and journal papers
- Design empirical studies and lead research assistants to run participants
- Perform data analysis for empirical studies

2017 - 2019   **CENTER FOR MEDIA ENGAGEMENT**
The University of Texas at Austin, Austin, TX (PI: Dr. Jeeyun Oh)
- Published peer-reviewed journal and conference papers
- Presented research projects at academic conferences as a team representative
- Constructed stimulus websites and questionnaires for online studies

2018 - 2019   **CENTER FOR HEALTH COMMUNICATION**
The University of Texas at Austin, Austin, TX (PI: Dr. Jeeyun Oh)
- Published peer-reviewed journal and conference paper
- Performed literature review on interactive interface techniques
- Conducted data analysis and produced visualization for research projects

2018 - 2019   **PROGRAM OF SCIENCE COMMUNICATION**
The University of Texas at Austin, Austin, TX (PI: Dr. Anthony Dudo)
- Conducted secondary research for a research proposal
- Performed web mining and large-scale text analysis of online science discussion forums

2017   **HP INC.**
I.T. Communication Research Intern, Austin, TX
- Conducted case studies and secondary research on I.T. communication in enterprises
- Led in-person interview to collect qualitative data
- Designed questionnaires and implemented online studies

2017   **PANDEMIC LAB**
Social Media Analytics & Research Intern, Boston, MA
- Executed social listening and integrated multi-channel data from digital analytics tools
- Performed network analysis and composed audience engagement reports

2016   **BBDO**
Marketing Research Intern, Beijing, China
- Designed questionnaires and managed online consumer research (partnered with Nielson Holdings)
- Conducted data analysis, generated data visualization, and composed market trend reports

SERVICES

Psychology & Marketing, Reviewer	Present
Cyberpsychology, Behavior, and Social Networking, Reviewer	Present
The ACM Conference on Human Factors in Computing Systems (CHI), Reviewer	Present
The Annual International Communication Association Conference (ICA), Reviewer	Present

MENTORSHIP

Cornell University, Ithaca, NY   Present
Seungmin Lee, Undergraduate Research Assistant, Information Science
Oana Mirestean, Undergraduate Research Assistant, Computer Science
Yifei Wang, Undergraduate Research Assistant, Communication

INDUSTRY EXPERIENCE

Bulldog Solutions, Austin, TX – Data Analyst	2018 - 2019
Hewlett-Packard, Austin, TX – Strategic Initiative & Business Planning Intern	2017
Bulldog Solutions, Austin, TX – Data Analytics Intern	2017
Leverate Trading Technology, Hong Kong – Marketing Intern	2015 - 2016
Pekin Fine Arts, Hong Kong – Public Relations Assistant	2013 - 2014

COMPUTER & LANGUAGE SKILLS

Programming: Python, R, SQL, MATLAB, HTML, Javascript

Applications: SPSS, SAS, Advanced Microsoft Excel, WEKA, Gephi, Tableau, MS Power BI, Adobe Creative Suite, Final Cut Pro, AutoCAD 3D

Languages: Chinese – Native Language, English – Fluent, Korean – Intermediate